Navy Localized Messages
NRD San Francisco

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All good things take GREAT people

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is always 100% on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD San Francisco

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in California, with nearly 138,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire state – you would tailor this for each area and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence.*)
- The Navy forges true leaders such as Petty Officer First Class xx who not only serves his country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also contributes his time to his local community, conducting coat drives for the poor. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project.)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits Medical Officers to go out and use their experience and skills to serve their country – their patients. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, etc.*)
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD San Francisco, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer.*)

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- A world beyond everyday caring. More than 4,300 physicians, 1,200 dentists and 3,900 nurses provide world-class, hands-on care in the United States Navy serving those in need. We are always searching for the best and brightest, offering tuition assistance and recruiting from top universities such as University of California – San Francisco and San Francisco State University to join the military ranks. (*This is an example focusing on medical and calling out a few universities in NRD San Francisco – tailor this message to the schools you recruit from and give examples of the tuition assistance available.*)
- Defusing bombs, rescuing people in distress. A world of the most impossible missions made possible. More than 8,300 total Navy personnel including more than 2,300 active-duty SEALs, 600 Special Warfare Combatant-craft Crewmen (SWCC), 900 reserve personnel, 3,650 support personnel and more than 880 civilians make up the Naval Special Warfare community. We are always searching for the best and brightest, offering enlistment bonuses for some priority recruiting ratings. (*This is an example focusing on Special Warfare – tailor this message to each priority recruiting rating you want to highlight and give examples of the enlistment rewards you provide.*)
- America's Navy offers hundreds of career opportunities in dozens of exciting fields. Whether you're seeking a position as a Navy Physician or a Dentist, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting ratings needed in NRD San Francisco.)*

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world. The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide. Here in California, we are interested in recruiting men and women to join us in this mission. *(When tailoring this message, include the specific region or area.)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping peace. And in San Francisco this weekend, our Sailors' mission was to bring smiles to the faces of the children at Benioff Children's Hospital, simply by playing board games – some of the Sailors' very own childhood favorites. *(This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district.)*
- Californians, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of California.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in San Francisco, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com. *(When tailoring this message, include the specific region or area.)*
- Thank you to our Navy families in San Francisco. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family. (*When tailoring this message, include the specific region or area.)*

California Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **54** of the Fortune 500 ranked companies are based in cities in California, with Chevron, Apple, McKesson, Hewlett-Packard, Wells Fargo, Intel, Google, Cisco Systems, Safeway, Walt Disney, Ingram Micro and Oracle ranked in the top 100 (ranked in revenues):
  - Chevron, Apple, McKesson, Hewlett-Packard, Wells Fargo, Intel, Google, Cisco Systems, Safeway, Walt Disney, Ingram Micro, Oracle, DirecTV, Occidental Petroleum, Qualcomm, Amgen, Gap, PG&E Corp., eBay, Edison International, Western Digital, Health Net, URS, Jacobs Engineering Group, Visa, Synnex, Ross Stores, Gilead Sciences, Sempra Energy, Applied Materials, Reliance Steel & Aluminum, AECOM Technology, Broadcom, Spectrum Group International, Franklin Resources, Core-Mark Holding, Pacific Life, Agilent Technologies, Dole Food, Avery Dennison, Symantec, CBRE Group, Mattel, NetApp, Sanmina, Molina Healthcare, LiveNation Entertainment, Allergan, Clorox, Advanced Micro Devices, Facebook, SanDisk, Charles Schwab, Yahoo
- The Navy has a very visible presence in California, with nearly 138,000 Navy personnel employed, including active duty and civilian personnel and nine installations. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including California's export shipments of merchandise which in 2012 totaled $161.9 billion.

California Data Points

- California received $1,623,637 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets
  - California depends heavily on STEP program assistance for its overseas trade missions for small businesses to participate in over 28 trade export promotion efforts that highlight the following sectors in global high demand: Advanced Technologies, Food & Agricultural Products, California Lifestyle, and Bio Med Manufacturing, and others.
  - Additionally, California STEP program targets assistance to eligible small businesses that are owned and controlled by one or more of the following: socially and economically disadvantaged individuals; women; veterans and/or service-connected disabled veterans; and/or, rural small businesses; that promote new-to market export opportunities to the People's Republic of China; and that promote regional, industry focused, innovation clusters through development of export opportunities small businesses..
- The state's largest export market was Mexico. California posted merchandise exports of $26.4 billion to Mexico in 2012, 16.3 percent of the state's total merchandise exports. Mexico was followed by Canada ($17.4 billion), China ($14 billion), Japan ($13 billion), and Korea ($8.2 billion).
- The state's largest merchandise export category was computers and electronic products, which accounted for $44.8 billion of California's total merchandise exports in 2012. Other top merchandise exports were transportation equipment ($16.1 billion), machinery ($14.9 billion), miscellaneous manufactured products ($13.8 billion), and chemicals ($12.7 billion).
- In 2012, the following metropolitan areas in California recorded merchandise exports: Los Angeles-Long Beach-Santa Ana ($75.0 billion), San Jose-Sunnyvale-Santa Clara ($26.7 billion), San Francisco-Oakland-Fremont ($23.0billion), San Diego-Carlsbad-San Marcos ($17.2 billion), Riverside-San Bernardino-Ontario ($8.0 billion), Sacramento--Arden-Arcade--Roseville ($5.2 billion),Bakersfield-Delano ($3.1 billion), Oxnard-Thousand Oaks-Ventura ($2.9 billion), El Centro ($2.8 billion), and Fresno

California Data Points

- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (dollars in thousands):
  - Lockheed Martin Corporation - $5,827,744
  - The Boeing Company - $5,035,462
  - Northrop Grumman Corporation - $4,557,596
  - Health Net INC. - $2,818,687
  - Science Applications International - $1,619,906
  - General Dynamics Corporation - $1,610,783
  - General Atomic Technologies Co. - $1,316,280
  - Raytheon Company - $942,511
  - The Aerospace Corporation - $791,348
  - BAE Systems PLC - $679,390
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California Data Points

- Top Medical Schools
  - Stanford University* (#4, U.S. News Best Medical Schools: Research, #63, U.S. News Best Medical Schools: Primary Care, Stanford, California)
  - University of California – San Francisco (#5, U.S. News Best Medical Schools: Research, #3, U.S. News Best Medical Schools: Primary Care)
  - University of California – Los Angeles* (#13, U.S. News Best Medical Schools: Research, #10, U.S. News Best Medical Schools: Primary Care)
  - University of California – San Diego (#16, U.S. News Best Medical Schools: Research, #27, U.S. News Best Medical Schools: Primary Care)
  - University of Southern California (#34, U.S. News Best Medical Schools: Research, #86, U.S. News Best Medical Schools: Primary Care, Los Angeles, California)
  - University of California – Davis* (#42, U.S. News Best Medical Schools: Research, #24, U.S. News Best Medical Schools: Primary Care)
  - University of California – Irvine (#44, U.S. News Best Medical Schools: Research, #86, U.S. News Best Medical Schools: Primary Care)
- Top Engineering Schools
  - Stanford University* (#2, U.S. News Best Engineering Grad Schools, Stanford, California)
  - University of California – Berkeley* (#3, U.S. News Best Engineering Grad Schools)
  - California Institute of Technology (#5, U.S. News Best Engineering Grad Schools, Pasadena, California)
  - University of Southern California (#12, U.S. News Best Engineering Grad Schools, Los Angeles, California)
  - University of California – San Diego* (#14, U.S. News Best Engineering Grad Schools)
  - University of California – Los Angeles* (#16, U.S. News Best Engineering Grad Schools)
  - University of California – Santa Barbara (#21, U.S. News Best Engineering Grad Schools)
  - University of California – Davis* (#31, U.S. News Best Engineering Grad Schools)
  - University of California – Irvine (#39, U.S. News Best Engineering Grad Schools)
  - University of California – Riverside (#64, U.S. News Best Engineering Grad Schools)
  - University of California – Santa Cruz (#87, U.S. News Best Engineering Grad Schools)
  - California State University – Long Beach (#137, U.S. News Best Engineering Grad Schools)
  - Santa Clara University (#137, U.S. News Best Engineering Grad Schools)

*Indicates university with NROTC program

California Data Points

- Top Chaplain Schools
  - Pepperdine University – (Malibu, California)
  - Biola University – (La Mirada, California)
  - University of San Diego*
  - University of San Francisco
  - Fresno Pacific University (Fresno, California)

*Indicates university with NROTC program

- Seven ships have borne the name USS *California*:
  - The first U.S. warship named *California* was a screw sloop built in 1867.
  - The second USS *California* (ACR-6), 1907-1918 (Renamed *San Diego* in 1914) was a 13,680-ton *Pennsylvania* class armored cruiser, built at San Francisco, California. She was commissioned in August 1907, and spent the next ten years serving in the Pacific. She regularly operated along the North American west coast, with occasional cruises to Hawaii and other oceanic islands. In 1912, she briefly deployed to the western Pacific for service on the Asiatic Station. In September 1914, *California* was renamed *San Diego* to make her original name available for assignment to a battleship. She frequently was employed as Pacific Fleet flagship between September 1914 and July 1917, when she was sent to the Atlantic for World War I service. *San Diego* operated as a convoy escort in the North Atlantic until 19 July 1918, when she was torpedoed and sunk off Fire Island, New York, by the German submarine U-156.

California Data Points

- Continued…
  - USS Hauoli (SP-249), 1917-1920 (Named USS California (SP-249) in 1917-18) was originally the civilian yacht Hauoli, built in 1903 and later renamed California. Hauoli, a 299-ton yacht built in 1903 at Brooklyn, New York, was purchased by the Navy in August 1917 under the name California. Commissioned in December 1917, she served as USS California (SP-249) until February 1918, when she was renamed Hauoli. Through 1918, she served on patrol duties in the New York area. Beginning in January 1919, Hauoli was employed for underwater sound experiments under the noted inventor Thomas A. Edison. She was decommissioned in October 1919 and sold in September 1920.
  - California (Motor Boat, 1910) served as USS *California* (SP-647) and USS SP-647 in 1917-1918. She was built in 1910 at San Francisco, California, for local employment as a pilot boat. She was taken over by the Navy in the spring of 1917 and placed in commission as USS *California* (SP-647). Later renamed SP-647, she served on Section Patrol duties for the rest of World War I and was returned to the San Francisco Bar Pilot's Association in November 1918.
  - Rear Admiral Daniel Judson Callaghan received a Medal of Honor for extraordinary heroism and intrepidity above and beyond the call of duty on board the USS *San Francisco*, during action against enemy Japanese forces off Savo Island on the night of 12 - 13 November 1942. Although out-balanced in strength and numbers by a desperate and determined enemy, Rear Admiral Callaghan, with ingenious tactical skill and superb coordination of the units under his command, led his forces into battle against tremendous odds, thereby contributing decisively to the rout of a powerful invasion fleet, and to the consequent frustration of a formidable Japanese offensive. While faithfully directing close-range operations in the face of furious bombardment by superior enemy fire power, he was killed on the bridge of his flagship. His courageous initiative, inspiring leadership, and judicious foresight in a crisis of grave responsibility were in keeping with the finest traditions of the U.S. Naval Service.

California Data Points

- Continued…
  - The fifth USS *California* (BB-44), 1921-1959 a 32,300-ton *Tennessee* class battleship, was built at the Mare Island Navy Yard, California, and commissioned in August 1921. During the 1920s and 1930s, she actively participated in the activities of the United States Battle Fleet, often acting as flagship. In 1925, *California* was one of the ships that conducted a major trans-Pacific cruise to Australia and New Zealand. With most of the fleet, California deployed to Hawaii in 1940 and was based there as tensions rose in the Pacific over the next year. When Japanese carrier planes raided Pearl Harbor on 7 December 1941, she was badly damaged by torpedoes and bombs, slowly settling to the harbor bottom over the next few days. Her salvage, repair and modernization represented a major undertaking by the Pearl Harbor and Puget Sound Navy Yards and was not completed until January 1944. Over two and a half years after she was sunk, *California* reentered combat, providing heavy gunfire support for the invasions of Saipan, Guam and Tinian during June and July 1944. Damaged by a "Kamikaze" suicide plane on 6 January 1945, she remained in action for more than two weeks before steaming to the U.S. for repairs and an overhaul. *California* returned to the Western Pacific in June 1945, in time to take part in the final stages of the Okinawa campaign. In December 1945, the battleship was generally inactive until her formal decommissioning in February 1947. After twelve years in the Reserve Fleet, USS *California* was sold for scrapping in July 1959.
  - The sixth USS *California* was the lead ship of the fourth class of nuclear powered guided missile cruisers in the Navy and the sixth ship in the Navy to bear the name. For ten years, she steamed the Atlantic and Indian Oceans as well as the Mediterranean Sea, serving three times with the Sixth Fleet and twice with the Seventh Fleet. In the summer of 1977, she represented the United States Surface Fleet at the Silver Jubilee Review in Portsmouth, England. In September 1983, the "Golden Grizzly" left Norfolk for the last time, steaming through the Panama Canal to its new homeport, Naval Air Station, Alameda, California. During the spring of 1986, she conducted several weeks of Bering Sea operations and became the first cruiser to visit Adak, Alaska, since World War II. In June 1994, she joined the USS *Kitty Hawk* (CV 63) battle group in the Western Pacific for the ship's first deployment in five years. In September 1995, the "Golden Grizzly" sailed in a parade of ships through Pearl Harbor as part of the ceremony commemorating the end of World War II. The USS *California* Deactivation Ceremony was held on 28 August 1998 at the Puget

California Data Points

- Continued…:
  - The seventh USS *California* (SSN-781) was commissioned during a ceremony at Naval Station Norfolk on 29 October 2011, becoming the Navy's eighth *Virginia* class submarine. The *Virginia* class submarines are the Navy's most modern subs. They have capabilities that allow them to perform better in shallow water than other subs and have special features to help them support special forces. The *California* cost about $2.3 billion to build and was delivered more than eight months ahead of schedule by Newport News Shipbuilding in Virginia. The ship will be home ported at Naval Submarine Base New London in Groton, Conn.

California Data Points

- California is proud to be home to 129 Medal of Honor recipients that span from the Civil War to the War on Terror:
  - Master-At-Arms Second Class Michael A. Monsoor received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty while serving as Automatic Weapons Gunner in SEAL Team 3, in support of Operation Iraqi Freedom on 29 September 2006. Tasked with providing early warning and stand-off protection from a rooftop in an insurgent-held sector of Ar Ramadi, Iraq, Petty Officer Monsoor distinguished himself by his exceptional bravery in the face of grave danger. In the early morning, insurgents prepared to execute a coordinated attack. Snipers thwarted the enemy's initial attempt by eliminating two insurgents. The enemy continued to engage them with a rocket-propelled grenade and small arms fire. As enemy activity increased, Petty Officer Monsoor took position with his machine gun between two teammates on an outcropping of the roof. While the SEALs vigilantly watched for enemy activity, an insurgent threw a hand grenade from an unseen location, which bounced off Petty Officer Monsoor's chest and landed in front of him. Petty Officer Monsoor chose to protect his teammates. Instantly and without regard for his own safety, he threw himself onto the grenade to absorb the force of the explosion with his body, saving the lives of his two teammates. By his undaunted courage, fighting spirit, and unwavering devotion to duty in the face of certain death, Petty Officer Monsoor gallantly gave his life for his country.
  - Captain William Loren McGonagle received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty as Commanding Officer of the USS *Liberty* in the Mediterranean Sea on 8 and 9 June 1967. Sailing in international waters, the *Liberty* was attacked without warning by Israeli Air Force jet fighter aircraft and Israeli Navy torpedo boats which inflicted many casualties among the crew and caused extreme damage to the ship. Although severely wounded during the first air attack, Captain McGonagle remained at his battle station on the badly damaged bridge and, with full knowledge of the seriousness of his wounds, subordinated his own welfare to the safety and survival of his command. He calmly continued to exercise command of his ship for 17 hours. Despite continuous exposure to fire, he maneuvered his ship, directed its defense, supervised the control of flooding and fire, and saw to the care of the casualties. Captain McGonagle's extraordinary valor under these conditions inspired the surviving members of the *Liberty's* crew, many of them seriously wounded, to heroic efforts to overcome the battle damage and keep the ship afloat. Captain McGonagle's professionalism, courageous

California Data Points

- Continued…:
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